

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W., Room TW-A325
Washington, D.C. 20554

Re: MB Docket No. 04-233

Dear Ms. Dortch:

I am writing on behalf of the March of Dimes, the leading nonprofit organization for pregnancy and baby health. The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth and infant mortality. We carry out this mission through programs of community service, education, advocacy and research.

Through its stations in Washington, D.C. and through direct support, Bonneville International has demonstrated a strong commitment to the March of Dimes in many ways. Bonneville stations, especially WTOP-FM, play an integral part in the promotion and success of several March of Dimes events, through both sponsorships and promotional airtime. Additionally, WTOP General Sales Manager Matt Mills, who serves on the board of the District of Columbia Division of the Maryland-National Capital Area Chapter of the March of Dimes, and Director of Marketing Mary Kay LeMay have, over the years, served as hands-on volunteers at March of Dimes events. Bonneville has also purchased tables at March of Dimes events. Furthermore, both Matt and Mary Kay have been instrumental in helping the March of Dimes establish relationships with other media in the market, especially with WTOP's Kids Action Network partners, WJLA-TV and the *Washington Times*.

The following is a summary of support from Bonneville's Washington, D.C., stations during the past five years:

2008

- WTOP sponsors March for Babies (formerly WalkAmerica), Golf Classic, Signature Chefs Auction of D.C. and Prematurity Awareness Month
- WFED sponsors Heroines in Technology

2007

- WTOP sponsors Golf Classic. WTOP promotes WalkAmerica, Prematurity campaign and Signature Chefs Auction of D.C.
- WFED promotes the Heroines in Technology Gala

- WWWT-FM (formerly Washington Post Radio) promotes: Prematurity campaign, Heroines in Technology, Signature Chefs Auction of D.C. and WalkAmerica

2006

- WGMS sponsors Heroines in Technology.
- WTOP sponsors Golf Classic and promotes Prematurity campaign.

2005

- WTOP sponsors WalkAmerica, Signature Chefs Auction of D.C., Celebrando el Espiritu Latino, Heroines in Technology Gala and the Golf Classic. WTOP's Bob Madigan serves as emcee for the Washington, D.C., site of WalkAmerica.
- WGMS sponsors Signature Chefs Auction of D.C.

WTOP was named March of Dimes Communications Partner of the Year for calendar year 2005.

2004

- WTOP sponsors WalkAmerica and Heroines in Technology. WTOP's Bob Madigan serves as emcee for the Washington, D.C., site of WalkAmerica.

WTOP has continuously helped publicize the problem of prematurity and the signs of preterm labor through donated PSAs and making the March of Dimes their charity of the month. They have helped make the public aware of the March of Dimes report card on Newborn Screening through live announcements and a live interview on the morning show.

Bonneville International has been a strong supporter of our needs and we feel strongly that there is no need for additional rules or reporting requirements that insert federal oversight of the process of broadcasters serving the community.

Respectfully submitted,

Shannon Gilbert
Chapter Director

Nate Brown
Director of Communications